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## TRANSMITTAL LETTER

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

RE: Attorney Docket No.: MEI/3 DAY  
Application Serial No.: 09/619,134  
Filed: 07/18/00  
Title: TARGETED MARKETING AND PURCHASE BEHAVIOR  
MONITORING SYSTEM  
Inventor: LARRY J. DAY, et al.  
Group Art Unit: UNKNOWN  
Examiner: UNKNOWN

SIR:

Attached hereto for filing are the following papers:

REVOCATION AND NEW POWER OF ATTORNEY  
37 CFR 1.333(A) SPECIFICATION OF CORRESPONDENCE ADDRESS

RECEIVED  
AUG 01 2002  
GROUP 3600

Our check in the amount of \$0.00 is attached covering the required fees.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-2106.



31518

PATENT TRADEMARK OFFICE

7/29/02  
Date

Richard A. Neifeld, Ph.D.  
Registration No. 35,299  
Attorney of Record

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DOCKET NO. MEI/3 DAY

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:  
LARRY J. DAY, et al.

:EXAMINER: UNKNOWN

**RECEIVED**

AUG 01 2002

**GROUP 3600**

SERIAL NO: 09/619,134

FILED: 07/18/00

:GROUP ART UNIT: UNKNOWN

TITLE: TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING  
SYSTEM

**REVOCATION AND NEW POWER OF ATTORNEY**

I hereby revoke all prior powers of attorney and appoint Richard A. Neifeld, Registration No. 35,299; Irina Zemel, Registration No. 43,402; and Ruay Ho, Registration No. 48,110 attorneys of record in this application. I request that all correspondence be sent to the firm of NEIFELD IP LAW, P.C. whose post office address is: 2001 Jefferson Davis Highway, Suite 1001, Arlington, Virginia 22202, whose PTO address code is 31518, and corresponding bar code is:

**\*31518\***

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PATENT TRADEMARK OFFICE



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PATENT TRADEMARK OFFICE


**CERTIFICATION UNDER 37 C.F.R. 3.73(b)**

I, the undersigned, certify that I am an individual empowered to act on behalf of Catalina Marketing International, Inc., the legal assignee of the entire right, title and interest of the above-identified application by virtue of assignments from the inventors recorded at the following reel/frame numbers 011035/0738. I have reviewed the assignment documents, and I know that ownership of this application is vested in Catalina Marketing International, Inc.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

I am authorized to act on behalf of Catalina Marketing International, Inc.

Date: 7/21/02

Signature:   
Printed Name: Thomas Bristow  
Title: Assistant Secretary

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